



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
February 26, 2007**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
Mark Brown, M-D Commission District 1
David Cardenas, Miami-Dade Public Works
Claudius Carnegie, Miami-Dade County Schools
Tsahai Codner, City of Miami Gardens
Jeffery Dawson, M-D Aviation Department
Spencer Enslein, Citizen, M-D Commission District 4
Clinton Forbes, Miami-Dade Transit
Gianni Lodi, M-D Planning & Zoning
Dennis C. Moss, M-D Commission District 9
Maria Nardi, Miami-Dade Parks & Recreation
John Oldenburg, City of Miami Beach
Gus Pego, Florida Department of Transportation
Gerard Philippeaux, M-D Commission District 3
Cristina Raecke, Downtown Development Authority
Susan Schreiber, MPO

Participants Present

Christina Casado-Acorn, Community Image
Shanae Eppinger, M-D Commission Dist. 9
Regina Hagger, City of Miami Public Works
Vannetta Iddrisu, The Miami Herald
Rick Johnson, MDX
Robert Janosi, M-D Public Works
Diana Perez, M-D Commission Dist. 9
Alyce Robertson, M-D Community Image
Suzanne Salichs, M-D Team Metro
Bill Talbert, GMCVB
Dani Toranzo, Office of Community Image

I. Welcome and Introductions

The meeting was officially called to order at 10:00 am by Commissioner Dennis C. Moss. Commissioner Moss thanks everyone for a job well done not just because of the success of the Super Bowl, but for working so efficiently together. The CIAB toasted to its success with apple cider “champagne”.

II. Action Items

Commissioner Moss asked Christina Casado-Acorn, Miami Dade County Office of Community Image to review the action items. Christina asked the CIAB to review the minutes from the January 31, 2007 meeting.

- A. Approval of Minutes from the 1/31/07 Board Meeting** - Minutes were approved.
- B. CIAB 2007 Calendar** – CIAB revised meeting schedule for 2007 was distributed at the meeting. The next meeting is scheduled for Tuesday, March 27, 2007, at 10:00 a.m., at the Greater Miami Convention & Visitors Bureau, 27th Floor.
- C. CIAB Members’ Information Update** – Christina Casado-Acorn asked CIAB to turn in Board Members information update sheets with their contact information filled out at the end of the meeting, if they had not done so already.

- D. A new CIAB member was appointed by Commissioner Sally Heyman of District 4. Christina introduced Spencer Enslein. Commissioner Moss welcomed Mr. Enslein to CIAB. Mr. Enslein thanked CIAB for the welcome and said he was looking forward to participating in projects that benefit our community.

Member Issues - Tsahai Codner, City of Miami Gardens, thanked the member agencies for great work on the 27th Avenue Project on the stretch running through the City of Miami Gardens.

III. Updates

Office of Community Image - Alyce Robertson, Miami Dade County Office of Community Image, updated the CIAB on the approval of the Street Tree Master Plan by the Government and Operations Committee of the Board of County Commissioners and that the full board would be reviewing the plan for approval and official adoption by the County on March 6, 2007. The City of Miami Commissioners approved the plan last week. As a result of this plan, a new committee of the CIAB was formed and John Oldenburg has offered to be the chair.

Super Bowl Thank You Ad – Alyce Robertson, reported that the Community Image Office prepared a large ad for the CIAB thanking all of agencies and participants that pitched for the Super Bowl preparations. It ran on Sunday, February 11, 2007 and then again on Sunday, February 18, 2007, to make sure that the ad reached the target audience. The office has been complemented several times on how much cleaner the streets look and on the attractive landscaping projects. This is a result of the excellent coordination among members of the CIAB.

Downtown Ramps w/DDA – Alyce Robertson announced that the Downtown Development Authority has committed \$100,000 to landscaping the on and off ramps around I-95 in the downtown area. They also committed crew for long-term maintenance.

The 27th Avenue Project – Alyce Robertson reported that the plantings and pavers installation on 27th Avenue in Opa Locka is moving forward. Commissioner Moss commented on the need to maintain the momentum from the Super Bowl activities to complete the projects we started. Alyce Robertson and commissioner Moss thanked Gus Pego (FDOT) for moving along the permitting.

The CIAB Inspection report was made by Dani Toranzo, Office of Community Image US1 and I-95 are looking very good. The NEAT Team is working hard to make sure that the progress made on those corridors isn't lost by neglect. Spencer Enslein asked who is responsible for cleaning graffiti in the County. Dani replied that the Miami-Dade Transit Department usually handles along the rail and bus lines. Lina Blanco (City of Miami) added that the City of Miami also has a "graffiti busters" program. In addition, the City addresses graffiti on roll-off containers for private businesses. The City of Miami Beach also has an anti-graffiti program. Commissioner Moss asked that we provide and follow-up report on the anti-graffiti programs around the County at the next CIAB meeting.

Other Updates - Bill Anderson, Convention & Visitors Bureau, reported that the South Beach Food & Wine festival went very well. The attendance was the highest it has ever been, breaking the previous record from 2006. We are receiving compliments on cleanliness and how "we sparkle". Bill thanked Commissioner Moss for "sticking with it

and staying at the table” and for appreciating the benefits of attracting visitors to Miami, one of which is creating jobs.

- B. Gateway Standards** – Jeff Dawson, Aviation Department, distributed copies of the draft Gateway Landscaping Standards plan prepared by the Landscaping Sub-Committee of the CIAB. He asked that the CIAB members review the draft document and provide him with any comments. He will incorporate the revisions to the plan and give an update at the next meeting.
- C. Marketing & Education Sub-Committee** – Lina Blanco, City of Miami, reported that the 2007 CIAB Clean Up & Green Up Poster Contest was the most successful yet. There were 1,736 poster submittals (1229 from Elementary school alone) and the committee chose 1st, 2nd, and 3rd Place winners for grand prizes at each level (Elementary, Middle, and High Schools). There were also 20 posters chosen as Honorable Mentions. Bill Anderson offered to contribute gift certificates for the Honorable Mention winners, compliments of the Tourism and Visitor’s Bureau. A presentation of the prizes will be held on March 20th at 9:00 before the Board of County Commissioners’ Meeting at the Stephen P. Clark Center Commission Chamber. The winning posters will also be on display at the Youth Fair.

Anti-Litter Campaign – Lina Blanco reported, that the Marketing Subcommittee is working on finding an underwriter for \$45,000 to pay for the production of the Anti-Litter spot featuring the Miami Heat. Alyce Robertson has spoken to various businesses in the community who may be interested in supporting the effort. Mr. Spencer asked if there had been much planning on how to roll out the campaign. Alyce answered that this campaign is part of a larger effort that has ongoing support from the County as well as the City of Miami, but that the details of how to launch this part of the campaign are begin handled by the design consultant.

IV. Reports

MDX Update on Bridges, Maintenance and Aesthetic Improvement Program

Juan Toledo, MDX Painting of the MDX bridges has been completed. Landscaping on 27th Avenue and SR112 is in the final cleanup stages. Supplemental landscaping has been installed along the corridor at SR826 and at 27th Avenue. The SR112 interchange landscaping installation is to begin in March. Additional landscaping projects along SR878, SR826, and SR112 are being evaluated. Jeff Dawson added that since SR112 directs traffic into the airport, he needs to meet with the MDX landscape architect. Gerard Phillippeaux added that the wall along SR112 is an eyesore. Juan replied that MDX will be working on adding landscaping to screen view of the wall. Commissioner Moss asked Dani to take photos of the ongoing progress on the MDX corridors.

Recap of Action Items February 26, 2007- Christina Casado-Acorn, Community Image Office

- Follow-up Report on Anti-graffiti initiatives County-wide
- Update on Gateway Landscaping Standards
- “Thank you gifts” for Honorable Mentions of Poster Contest
- Presentation of Prizes to poster contest winners March 20th
- Dani to take photographs of SR112 progress on landscaping installation
- Presentation on litter bins at bus shelters
- Update on CIAB Ethics Training

Closing Remarks - Commissioner Moss presented the following issues. He requested a presentation on SR 395 by FDOT. Gus Pego will be presenting. He also requested that the Florida Turnpike Authority be present at the next meeting. At a future meeting, Commissioner Moss would like a presentation on litter bin installations at bus shelters. Gerard Philippeaux added that the “facelift” that the Metro-Mover trains have received look good and the trains are cleaner. Commissioner Moss added that new cars will also be coming on-line, further improving the look of the rail.

Lina Blanco asked if the CIAB needs to attend an ethics training this year. Alyce Robertson is tasked to get back to the board on this. It should be scheduled as part of a regular CIAB meeting.

Commissioner Moss thanked the CIAB members and staff for all a job well done and then adjourned the meeting.